



## Club Benson & Hedges Event Summary

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**Wednesday, August 30, 1995**

**Location:** Chicago Jazz Festival Pub Crawl, Various Jazz Clubs, Chicago, IL

**Time:** 6:00 pm - 11:00 pm

**Number of Surveys Completed:** 265

**Number of Cookbooks Distributed:** 0 (No direct mail piece for this event)

### Manager's Comments:

- Club Benson & Hedges signage was placed at these clubs:
  - The Bop Shop
  - Andy's
  - The Green Mill
  - The Cotton Club
  - The Red Onion
  - Buddy Guy's Legends
  - Jazz Bulls
- Surveying was conducted at these clubs:
  - The Bop Shop
  - Andy's
  - Buddy Guy's Legends
  - The Red Onion
- Over 20 bus-loads of consumers participated in the Pub Crawl.
- Effectively promoted the Club Benson & Hedges Jazz Fest appearance to a receptive crowd.

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## Club Benson & Hedges Event Summary

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**Friday, September 1, 1995**

**Location:** Chicago Jazz Festival, Grant Park - Petrillo Band Shell, Chicago, IL

**Time:** 5:00 pm - 10:00 pm

**Number of Surveys Completed:** 347

**Number of Cookbooks Distributed:** 0 (No direct mail piece for this event)

### **Manager's Comments:**

- Great location for Club Benson & Hedges: On main avenue adjacent to the Petrillo Band Shell. Visibility was excellent.
- Weather was great: mid-70s and a slight breeze.
- Crowd was receptive to the promotion, especially the free coffee.
- The Club Benson & Hedges area was not protested/picketed.
- The late opening (5 pm) kept the survey numbers down.

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## Club Benson & Hedges Event Summary

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**Saturday, September 2, 1995**

**Location:** Chicago Jazz Festival, Grant Park - Petrillo Band Shell, Chicago, IL

**Time:** 11:00 am - 10:00 pm

**Number of Surveys Completed:** 951

**Number of Cookbooks Distributed:** 0 (No direct mail piece for this event)

**Manager's  
Comments:**

- Great Weather: Sunny, mid-80s and a slight breeze.
- Crowd was receptive to the promotion, especially the free coffee.
- The Club Benson & Hedges area was not protested/picketed.
- Crowds arrived later in the day (3 to 4 pm) and stayed until late.
- Iced Coffee worked well during the daytime hours.

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## Club Benson & Hedges Event Summary

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**Sunday, September 3, 1995**

**Location:** Chicago Jazz Festival, Grant Park - Petrillo Band Shell, Chicago, IL

**Time:** 11:00 am - 10:00 pm

**Number of Surveys Completed:** 1,002

**Number of Cookbooks Distributed:** 0 (No direct mail piece for this event)

### **Manager's Comments:**

- Great Weather: Sunny, mid-80s and a slight breeze.
- Crowd was receptive to the promotion, especially the free coffee.
- The Club Benson & Hedges area was not protested/picketed.
- Crowd was steady in the morning, then very busy after 4 pm.
- Iced Coffee worked well during the daytime hours.
- Total surveys for the Chicago Jazz Festival = 2,565

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